

EXHIBIT A

The Economist Mailing List

Written for senior business, political, and financial decision-makers, The Economist provides authoritative insight on international news, politics, business, finance, current affairs, and science and technology.

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SEGMENTS

COUNTS THROUGH 12/31/2020

126,219	TOTAL UNIVERSE / BASE RATE	\$155.00/M
24,049	3 MONTH SUBSCRIBERS	+ \$15.00/M
11,385	1 MONTH SUBSCRIBERS	+ \$20.00/M
28,121	DIGITAL SUBS @ POSTAL ADDRESS	+ \$25.00/M
17,254	BUSINESS ADDRESS	+ \$20.00/M
50,503	12 MONTH EXPIRES	\$100.00/M
	FINANCIAL / INVESTMENT RATE	\$180.00/M
	FUNDRAISER RATE	\$110.00/M
	HEALTH / DISEASE NON PROFIT RATE	\$70.00/M
	CONSUMER CATALOG RATE	\$95.00/M

DESCRIPTION

The Economist is read by more of the world's political and business leaders than any other magazine. Subscribers are pioneers, catalysts, and ambitious builders of companies. Respected as "ideas people" within their organizations, they bring new concepts to life through decisive leadership. Readers cite the magazine's accurate, incisive writing and its lack of partisanship as reasons for subscribing and renewing.



Propensity to spend is backed by recent research:

- \$1,666,404 Average Household Net Worth
- \$172,313 Average Personal Income
- \$249,867 Average Household Income
- 75% say they enjoy owning quality things
- 74% will pay more for a product that saves time
- 79% say they are always looking for new ideas and opportunity
- 91% took at least 1 return trip last year, 61% took more than six
- 79% participate in a sport

Successful individuals who hold leadership positions in major corporations and organizations:

- 75% Are considered experts in their field

POPULARITY: ■■■■ 100

MARKET:	BUSINESS AND CONSUMER
CHANNELS:	
SOURCE:	DIRECT MAIL SOLD
PRIVACY:	UNKNOWN
DMA?:	YES - MEMBER
STATUS:	PREFERRED PROVIDER
GEO:	USA
GENDER:	22.7% FEMALE 62% MALE
SPENDING:	\$138.00 AVERAGE ORDER

SELECTS

1 MONTH HOTLINE	\$20.00/M
3 MONTH HOTLINE	\$15.00/M
6 MONTH HOTLINE	\$10.00/M
AGE	\$15.00/M
BUSINESS ADDRESS	\$20.00/M
CHANGE OF ADDRESS	\$14.00/M
DIGITAL SUBS @ POSTAL	\$25.00/M
GENDER SELECT	\$10.00/M
GEO (SCF, ZIP, STATE)	\$10.00/M
HOME ADDRESS	\$15.00/M
INCOME SELECT	\$15.00/M
LIFESTYLE	\$15.00/M
PAID	\$11.00/M
SOURCE	\$14.00/M

ADDRESSING

KEY CODING	\$3.00/M
EMAIL	\$50.00/F
FTP	\$50.00/F

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